

ABOUT THE SPEAKER...

Margie Johnson, principal of Shop Talk, is one of the top retail consultants in the country. Her three-decade career as an entrepreneur and business expert has given her experience to help thousands of businesses gain a competitive edge and thrive.

Margie has been recognized by *Women's Wear Daily Specialty Stores Newsletter*, *The Washington Post*, the National Retail Federation, WHRO Public Television, and NBC's Today Show.

WHO SHOULD ATTEND...

This interactive workshop is for downtown business owners, and staff and volunteers from downtown organizations, chambers of commerce, Small Business Development Centers, and other economic development organizations with an interest in helping downtown retailers succeed.

HOT TRENDS AND NEW STRATEGIES FOR DOWNTOWN RETAILERS



Workshop sites are fully accessible. Sign language interpreters and materials in an alternate format are available. Please call the Washington State Main Street Program at least two weeks in advance to request special accommodations.

November 14, 2006
Wenatchee
November 15, 2006
Tacoma

STATE OF WASHINGTON
DEPARTMENT OF COMMUNITY,
TRADE AND ECONOMIC DEVELOPMENT
Main Street Program

76101-7G3B

For additional registrations, please photocopy. You will not receive a confirmation notice, so please mark your calendar. See registration information for costs and return address.

Nov. 14 - Wenatchee

Nov. 15 - Tacoma

I will be attending:

Name: _____
Business/Organization: _____
Address: _____
City/State/Zip: _____
Daytime phone: _____ Fax number: _____
E-mail: _____

WORKSHOP REGISTRATION FORM

"HOT TRENDS AND NEW STRATEGIES FOR DOWNTOWN RETAILERS"

WORKSHOP LOCATIONS

Tues., Nov. 14 - Wenatchee
Wenatchee Convention Center
201 N. Wenatchee Avenue
98801 (509-662-1234)

Wed., Nov. 15 - Tacoma
Best Western Tacoma Dome
2611 East E Street
98421 (253-272-7737)

REGISTRATION INFORMATION

Space is limited at each location, so please register early. The registration fee is \$45 per person. Continental breakfast is provided and lunch is on your own. Send your completed registration form along with a check or purchase request to:

CTED
Washington State Main Street Program
PO Box 42525
Olympia, WA 98504-2525
Tel. 360-725-4056

Make checks payable to CTED.

ABOUT THE WORKSHOP...

Today's retail environment demands that downtown retailers have advanced training to insure their businesses remain viable, profitable, and competitive in a quickly changing market. This workshop will stimulate and challenge participants to think about realities facing downtown businesses and encourage breakthrough thinking regarding innovative retail strategies and tactics.

Learn about national trends and how downtown retailers can deliver competitive edge service. Hear about successful customer retention strategies and "star retailer" best practices. Also, learn about how to get the most from your advertising, marketing, and promotions as well as last minute ideas for boosting holiday sales.

AGENDA

8:30 a.m.	Registration
9:00 a.m.	Workshop Begins
Noon	Lunch (<i>on your own</i>)
3:00 p.m.	Wrap-up